



**FOR IMMEDIATE RELEASE:**

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**\*\*\* PRESS RELEASE \*\*\***

**ON YOUTUBE, MAYOR NEWSOM LAUNCHES NEW 311 WEBSITE**

*311 is now the official site for obtaining information, reporting problems or submitting service requests to the City and County of San Francisco*

**SAN FRANCISCO, CA** – Today Mayor Gavin Newsom on his YouTube channel ([youtube.com/mayorgavinnewsom](http://youtube.com/mayorgavinnewsom)) announced that San Francisco's one-stop 311 Customer Service Center is now available online at <http://sfgov.org/311>. On the new site customers can obtain information, report problems, and submit and track service requests to the City and County of San Francisco.

"Today we take another technological leap forward by launching 311 online," said Mayor Newsom. "We need to make it as easy possible for San Franciscans to communicate with their government online."

Users of the new site can also attach files and photos with their submissions for what the center has identified as its most frequently reported issues: graffiti, potholes, street cleaning, abandoned vehicles, Muni complaints, park related problems and broken street lights.

Web traffic to the City's website, [sfgov.org](http://sfgov.org) has increased exponentially during the last year. In 2008, [sfgov.org](http://sfgov.org) has received over 300 million hits – an increase of more than 35 percent from 2007. The new 311 online site is another tool to make government more efficient and accountable, continuing Mayor Newsom's commitment to using technology to cultivate direct communication with constituents.

Newsom said the new 311 portal is user-friendly and intuitive.

"Customers no longer need to worry about knowing the name of the city department dealing with a particular issue," said Newsom. "Users can have confidence their request will be properly routed to the responding agency, where work can be tracked and managed, adding accountability to all agencies."

Future upgrades to the site include a map viewer, so that customers can see if their issue has already been reported by someone else or view other issues reported in the area. 311 is also working on adding the ability to submit requests via hand-held devices.

The 311 Customer Service Center, which launched in March 2007, has received over 5 million calls and serves callers in more than 176 languages. The online portal now allows online users to have similar access.

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